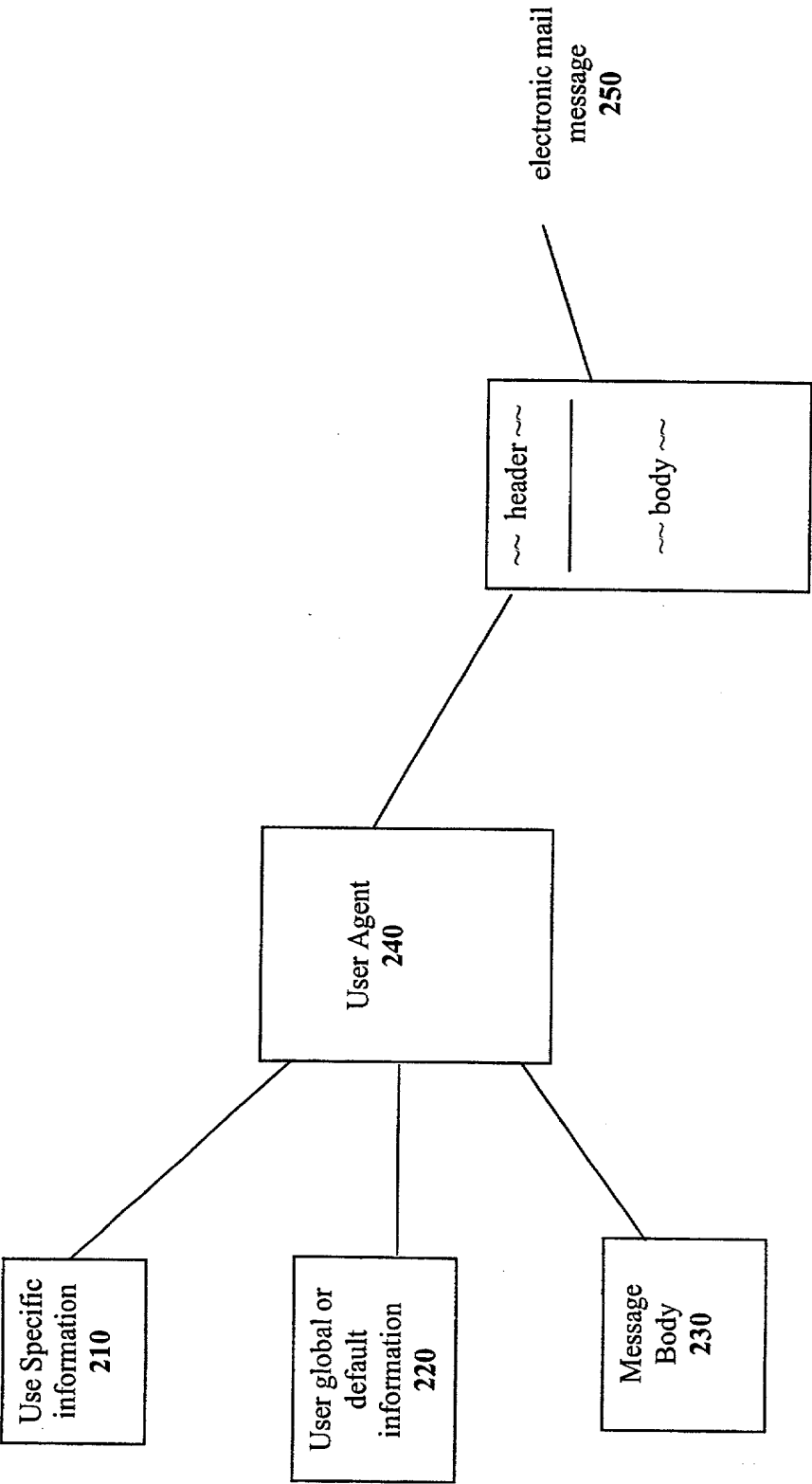


Figure 1



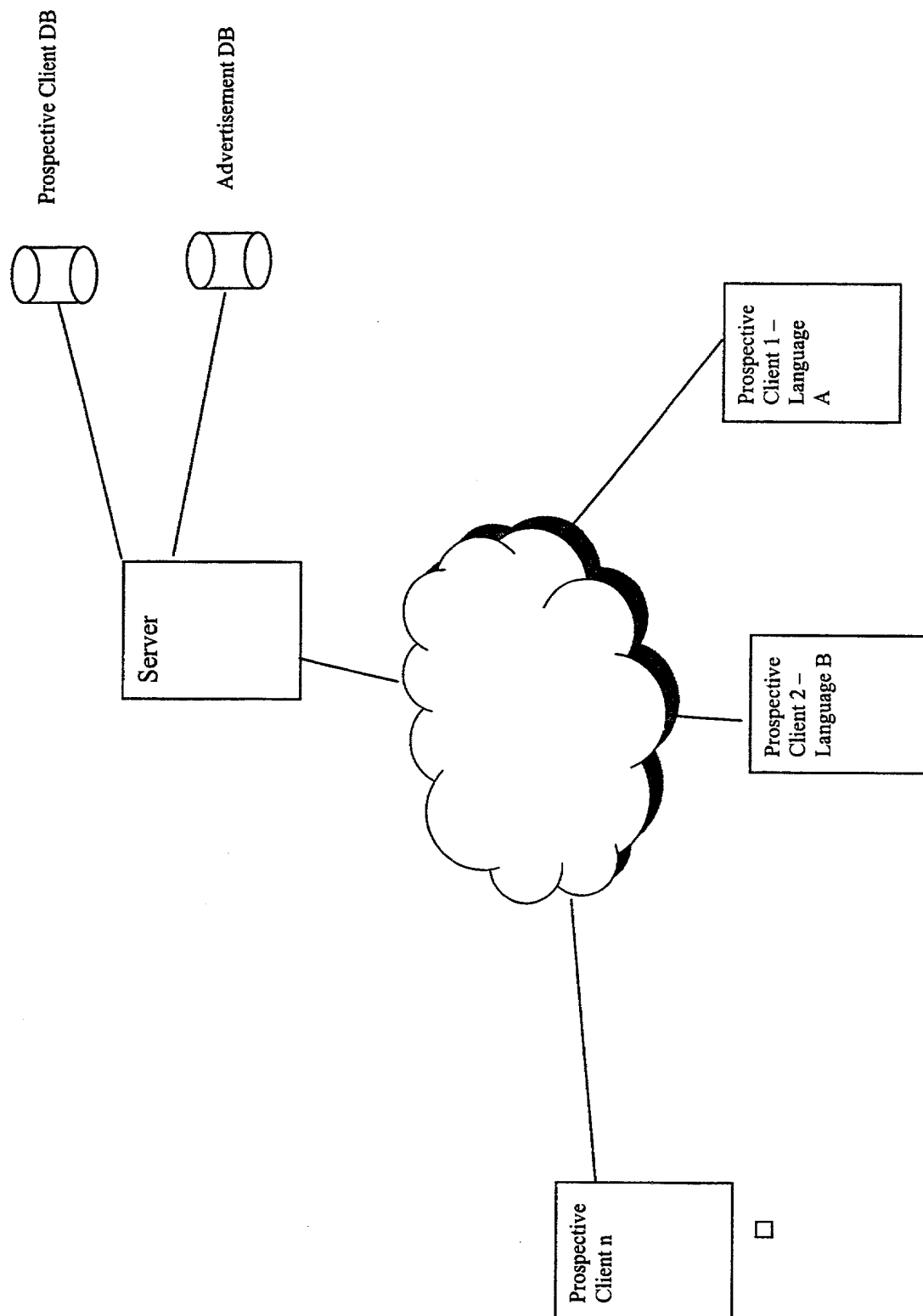
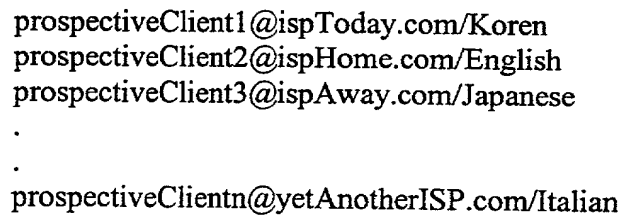


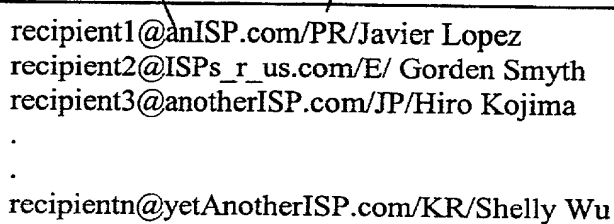
Figure 3

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prospectiveClient1@ispToday.com/Koren  
prospectiveClient2@ispHome.com/English  
prospectiveClient3@ispAway.com/Japanese  
.  
.  
prospectiveClientn@yetAnotherISP.com/Italian

Figure 4A



410 recipient1@anISP.com/PR/Javier Lopez  
420 recipient2@ISPs\_r\_us.com/E/ Gorden Smyth  
recipient3@anotherISP.com/JP/Hiro Kojima  
.  
.  
recipientn@yetAnotherISP.com/KR/Shelly Wu

Figure 4B

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```

sub mail_header
{
    $recip = $contact_email;
    $sender = "advetise@globaltestmarket.com\n";

    $sub_line = &get_message(57,$language);

    if ($language eq 'E' || $language eq 'FR' || \
        $language eq 'DE' || $language eq 'SP' || \
        $language eq 'IT' || $language eq 'PR')
    {
        open (MAIL, "|$mail_prog -B 8BITMIME -t");
        print MAIL "To: $recip\n";
        print MAIL "From: $sender\n";
        print MAIL "Reply-to: frontdesk@globaltestmarket.com\n";
        print MAIL "Subject: $sub_line\n";
        print MAIL "MIME-Version: 1.0\n";
        print MAIL "Content-Type: text/html; charset='iso-8859-1'\n";
        print MAIL "Content-Transfer-Encoding: 8bit\n";
    }
    elseif ($language eq 'JP')
    {
        open (MAIL, "|$mail_prog -t");
        print MAIL "To: $recip\n";
        print MAIL "From: $sender\n";
        print MAIL "Subject: $subline\n";
        print MAIL "MIME-Version: 1.0\n";
        print MAIL "Content-Type: text/html; charset='Shift-JIS'\n";
    }
    elseif ($language eq 'CHT')
    {

```

Figure 5

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```

open (MAIL, "|$mail_prog -t");
print MAIL "To: $recip\n";
print MAIL "From: $sender\n";
print MAIL "Subject: $subline\n";
print MAIL "MIME-Version: 1.0\n";
print MAIL "Content-Type: text/html; charset='big5'\n";
print MAIL "Content-Transfer-Encoding: 8bit\n";
}
elseif ($language eq 'KR')
{
    open (MAIL, "|$mail_prog -B 8BITMIME -t");
    print MAIL "To: $recip\n";
    print MAIL "From: $sender\n";
    print MAIL "Subject: $sub_line\n";
    print MAIL "MIME-Version: 1.0\n";
    print MAIL "Content-Type: text/html; charset='ks_c_5601-1987'\n";
    print MAIL "Content-Transfer-Encoding: 8bit\n";
}
else
{
    open (MAIL, "|$mail_prog -t");
    print MAIL "To: $recip\n";
    print MAIL "From: $sender\n";
    print MAIL "Subject: $sub_line\n";
    print MAIL "MIME-Version: 1.0\n";
    print MAIL "Content-Type: text/html; charset=UTF-8\n";
    print MAIL "Content-Transfer-Encoding: quoted-printable\n";
}
}

```

585  
590

Figure 5 - Cont

A0	A1	A2	A3	A4	A5	A6	A7	A8	A9	AA	AB	AC	AD	AE	AF
	i	φ	£	¥	≠	!	§		©	≡	≡	≡	-	⊗	-
B0	°	±	2	~	W	¶	.		1	○	»	»	»	»	ù
C0	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA	ˆA
D0	ˆN	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO
E0	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa	ˆa
F0	ˆn	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO	ˆO

610

Figure 6

FOOTNOTES

A0	A1	A2	A3	A4	A5	A6	A7	A8	A9	AB	AC	AD	AE	AF
B0	B1	B2	B3	B4	B5	B6	B7	B8	B9	BA	BC	BD	BE	BF
C0	C1	C2	C3	C4	C5	C6	C7	C8	C9	CA	CB	CC	CE	CF
D0	D1	D2	D3	D4	D5	D6	D7	D8	D9	DA	DB	DC	DE	DF
E0	E1	E2	E3	E4	E5	E6	E7	E8	E9	EA	EB	EC	ED	EE
F0	F1	F2	F3	F4	F5	F6	F7	F8	F9	FA	FB	FC	FD	FE

Figure 7

710



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File Edit View Favorites Tools Help

Tell us your message

Japan  
United States  
Germany  
China  
.

Choose your country

Send

Company X

The King of Widgets  
Customer Support

Figure 8

10/13

```
sub mail_header
{
    .
    .
    .
    $recip = &get_recip($language);
    .
    .
    .
    open (MAIL, "|$mail_prog -B 8BITMIME -t");
    print MAIL "To: $recip\n";
    .
    .
    .
}
```

Figure 9

11/13

```
sub get_recip
{
  $the_lang = $_[0];

  if ($the_lang eq 'IT')
  {
    $the_recip = "servizio\@globaltestmarket.com";
  }

  elseif ($the_lang eq 'DE')
  {
    $the_recip = "kundendienst\@globaltestmarket.com";
  }

  elseif ($the_lang eq 'NL')
  {
    $the_recip = "klantendienst\@globaltestmarket.com";
  }

  elseif ($the_lang eq 'PR')
  {
    $the_recip = "service\@globaltestmarket.com";
  }
  else
  {
    $the_recip = "frontdesk\@globaltestmarket.com";
  }

  return $the_recip;
}
```

Figure 10

12/13

```
1101
$the_title = &get_list_value(10,$lang,$title);

if ($lang eq 'JP')
{
    $the_text = $lastname . ' ' . $the_text;
}
elseif ($lang eq 'KR')
{
    $the_text = ' ';
}
else
{
    $the_text = $the_title . ' ' . $firstname . ' ' . $lastname ;
}
print MAIL "<br>$the_text<br><br>\n";
```

Figure 11

13/13

```

sub get_list_value
{
    $list_id = $_[0];
    $list_lang = $_[1];
    $this_val = $_[2];

    my $lst_sth = $dbh->prepare("SELECT list_text FROM lists WHERE list_id=$list_id AND list_lang = '$list_lang' AND
list_value='$this_val'");
    $lst_sth->execute or die "Unable to execute query: $lst_sth->errstr\n";
    $list_rows = $lst_sth->rows;

    $listinfo = $lst_sth->fetchrow_arrayref;
    $list_text = $listinfo->[0];
    $lst_sth->finish;

    return $list_text;
}

```

Figure 12

```

CREATE TABLE lists (
    list_id int(11) DEFAULT '0' NOT NULL,
    list_lang char(3) DEFAULT 'E' NOT NULL,
    list_sequence int(11) DEFAULT '0' NOT NULL,
    list_text varchar(50) DEFAULT '' NOT NULL,
    list_value varchar(20) DEFAULT '' NOT NULL,
    PRIMARY KEY (list_id,list_lang,list_value),
    KEY list_id_2 (list_id,list_lang,list_sequence)
);

```

Figure 13